

BUSINESS PROPOSAL FOR ICICLES

ADDRESS:

**282 Castro st
Mountain View**

Executive Summary

Icicles, will sell on the spot, hand-rolled ice cream from scratch as its primary product. Rolled-ice cream is the hottest new dessert since frozen yogurt.

It all began in Thailand, then becoming popular here in the Bay Area. Rolled ice cream is much different from traditional scope ice cream that it is made on the cold plate machine with fresh vanilla custard and filled with high quality fresh fruits or preferred toppings.

Project Description / Hours / Employees / Customers

Work required to convert a former retail store (Mystique Boutiqe) to an ice cream cafe: necessary equipment to run Icicles (required sinks and ice cream machines), new pony wall with sneeze guard, and upgrade of existing restroom to accessible standards. All other areas, including building facade, mechanical equipment (on roof), and lighting/ventilation to remain the same. Store Hours: 12-10 pm; Number of Employees: 5; Number of customers anticipated: 200 daily.

Adjacent Uses

In the same building, both to the side (North), behind, below, and above - 278 Castro St., offices for "Enidica" (a software company).

Adjacent building, to the North - 268 Castro St., 1st floor offices for "Action Properties Inc." & 274 Castro St., 2nd floor offices for "Millennium Broadcast Inc.

Adjacent building, to the South - 288 Castro St. restaurant called "Park Balluchi".

Open area, to the West - City of Mountain View public parking

Parking

Parking is in the parking district and parking in-lieu fees will be paid.

RECEIVED

MAY 19 2017

COMMUNITY DEVELOPMENT

Slogan

We love to Roll

Keys to Success

The keys to success are:

- ☐ Product quality will include a large variety of fresh ingredients
- ☐ Icicles has the potential for expansion
- ☐ Icicles will be the first business of its kind in the City of San Francisco, California
- ☐ Traffic flow is at its' advantage

Mission Statement

Icicles is committed to providing customers with quality hand-rolled ice cream with great customer service at a reasonable price.

Product

Main product to me sold will be hand-rolled ice cream with fresh fruits, or preferred toppings (oreo, cereals) in one size.

Important Assumptions

Monthly sales are the largest indicator for Icicles (walks-in, catering). There are some seasonal variations with the months of March to October being the highest in sales.

Business Plan January 2017

Sincerely,
Icicles
650-714-6967